

Mercure launches a new hotel in London

22nd December - A four-star 109-bedroom hotel, based in the historic quarter of Bloomsbury, has opened under the Mercure banner, following extensive refurbishment.

The new Mercure London Bloomsbury offers guests a comfortable retreat in the heart of the city for business trips or simply for a break away with friends or family.

Mercure, a brand under the Accor group, is known for its individually styled hotels all around the world, each with their own distinctive character, and Mercure London Bloomsbury is no exception. The historic building was constructed in 1907 by the Cranston family, distant relatives of Sir Walter Scott, and later became a hotel named after one of his novels, *Waverley*, which was published in 1814. As an established presence within the local community, Mercure is committed to building on the hotel's heritage

Mercure London Bloomsbury is the 33rd hotel to join the growing Mercure UK network, following a franchise agreement with Fairview Hotels. The hotel joins a global network of over 700 Mercure hotels worldwide.

The extensive refurbishment has included the replacement of all carpets, furnishings and decorations throughout the building whilst staying faithful to its character. Each Mercure bedroom has been designed to allow guests to relax, with natural materials and warm tones used in the décor. And it is not just the bedrooms that have benefitted from the makeover. The hotel corridors have been refurbished and reception completely redesigned to offer guests distinctly modern surroundings. A new bar has been created and the restaurant and kitchen's revamp will be completed by March 2011.

Simon Scott, Director of Leach Rhodes Walker, the architecture and design consultancy that worked on the refurbishment, comments: “Our thinking behind the design was to give the hotel a contemporary, minimalist design and bring it to work with the beautiful façade of the traditional building. The result is a clean, sharp and open feel that all guests will enjoy.”

Greg Black, General Manager, added: “It’s great to see this hotel restored to its former glory whilst being reinvigorated with a contemporary feel that suits today’s travellers. We are confident that guests will be wowed by the refurbishment and enjoy all the benefits that we pride ourselves on offering at Mercure hotels including delicious food, great wine and excellent service, all conducted in delightful surroundings.”

Mercure London Bloomsbury will also feature a new contemporary and elegant brasserie-style restaurant. Using locally sourced produce for its extensive menu, in line with the Mercure philosophy, the restaurant will cater for all tastes, making it perfect for business or pleasure. Mercure hotel managers and staff are hospitality professionals, whose attentive service will help to ensure that every guest experiences an enjoyable day.

Jean-Jacques Dessors, Chief Operating Officer, Accor UK and Ireland comments: “We are thrilled that this newly renovated hotel in such a central location in London is joining the portfolio. The hotel is within walking distance from both the West End and the City and is the ideal place for both business travellers and leisure visitors alike to enjoy their stay in the capital.”

- Ends –

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Notes to editors

*For more than 35 years, within the Accor Group, **Mercure** has exemplified **expert hospitality and personalised service**. Operating in more than 50 countries around the world, Mercure boasts hotels with **distinctive personalities** carefully preserved through the type of services offered and the decor, both of which vary from one hotel to the next. The hotel managers and staff of the 700 Mercure hotels are **hospitality professionals**. Attentive and available, they are ready to listen and make sure their guests enjoy a stay full of genuine moments of pleasure and relaxation in a truly warm and comfortable setting. More information on Mercure hotels is available on mercure.com.*

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